



biskit

Strategy, Brand &
Communications

Sales and Marketing Activities - COVID 19

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During the COVID 19 situation, getting the right balance of communication with your stakeholders is very important:

- *it gives everyone reassurance in your business and leadership*
- *it keeps your internal team focused and active (which is good for their mental health)*
- *customers remain informed, so they know when/how to trade with you*
- *suppliers have confidence in your business*
- *partners such as your Accountants, Insurance company, Bank etc know your plans*

This is also a time for you to raise awareness of your business amongst partners and potential customers, who may be struggling to buy services/products from other suppliers.

This is also a time to consider how your company responds within your industry and community, to help one another. You may have facilities, products/services that can be used by others in your industry, or the emergency services.

When considering your communications, remember:

- *be sincere. Don't try and mask overt sales tactics with concern*
- *be consistent across all of your marketing and sales channels*
- *don't bombard customers. Inform them when something changes*
- *show leadership in your tone of voice*

Your Team, including zero hour contract staff

Like many people, your team will be worried about their health, their families and friends, plus their jobs.

Although the messages regarding pay are still being clarified in certain areas, we're sure that your teams have received communication already from your business.

If you haven't already, start considering how you might engage with your team over the next few months:

- *consider a weekly email newsletter, summarising business activity and team stories?*
- *this could even include activities for their families/children*
- *consider a daily conference call with your teams. This helps with focus, leadership and reassurance. There are lots of free tools available to help you (see resources below)*
- *use this as an opportunity to generate ideas*
- *ensure your teams are signposted to services that they may need eg counselling, health, mortgage/ financial support*

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Customers & Partners

Let's cover the basics. Make sure your customers know the following:

- *how they can contact you, and who they need to deal with*
- *any changes to product/service lead times (now and in the future)*
- *your policy of ensuring the safety of customers and your team with COVID 19*

For this, you might consider:

- *Email newsletters*
- *Social media (including your linked in company page)*
- *Your website home page and news*
- *Your company email footers*
- *A printed or digital leaflet which details your approach to COVID 19 safety*
- *Altering your company phone and mobile answer messages*

Don't forget to brief your internal team also.

Suppliers

Like many industries, we are acutely aware of the strength needed in our supply chain.

Ensure that you have clear communications with your suppliers:

- *Let them know what your needs are now, and what they might be*
- *Ask for any changes to their stock levels and ability to deliver*
- *Ask them about their COVID 19 policy to ensure your business remains safe*
- *Reassure them about your ability to trade*

Consider sending this to both existing and potential suppliers.

For this, you might consider:

- *Email newsletters*
- *Your website home page and news*

Your Industry and Community

If you have sales, admin or marketing staff available, and they have some time to undertake this, consider the following:

- *what services, products or facilities can you offer to help in the fight against COVID 19? This could be the use of vans, empty warehouse or office space. You may even have spare production capacity to re-purpose for other uses if sales have declined.*
- *engage your management team to look at what you might be able to offer, and to whom*
- *build your target list of organisations*

Contact

Once you have done this, consider:

- *email newsletters to communicate your offer*
- *adding news items to your website, and a call to action on your home page*
- *follow the relevant organisations on social media, and message them*
- *Interlink this message with a small message block in your customer email newsletter*

Resources

If you don't already use email marketing, you can consider the following options. They're all easy to use, and some are free subject to the number of emails you might be using:

<https://mailchimp.com>
www.hubspot.com
www.sendinblue.com
www.campaignmonitor.com

If you're wanting to manage social media more effectively, consider a tool that lets you post to several platforms (rather than having to log in):

<https://hootsuite.com>

When using tools such as Hootsuite, consider setting up streams to view content. Monitor references to your company, your competitors, industry and even suppliers. Monitor this as and when you need to keep informed about industry news.

Online conferencing tools

Microsoft Teams - <https://products.office.com/en-gb/microsoft-teams/group-chat-software>
<https://zoom.us>
www.goto.com
www.uberconference.com
www.mikogo.com

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